

# University of Exeter Students' Guild Students' Green Unit (SGU)

## Anyfin is Possible

### Summary

Two final year bioscience students were astonished to learn in their lectures that 80% of the fish consumed in the UK comes from just 5 species. They decided to raise awareness of unsustainable fishing practices and promote the consumption of sustainably sourced fish. This project targeted the students of the University of Exeter and utilising various forms of social media they also reached a wider external and diverse audience.

### Project partners

Anyfin is Possible successfully applied for project funding from the Students' Green Unit. They were designated a coordinator who supported them throughout the project. Additional support was given to the student project leaders from academics at the University of Exeter.

### The problem

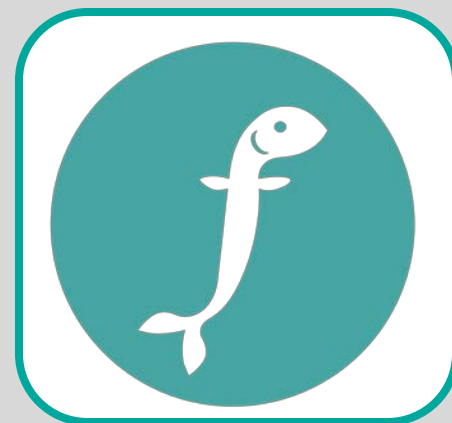
The consumption of unsustainably sourced fish is a global issue that is having negative effects on fisheries around the world. Anyfin is Possible believed that the severity of this environmental issue was unknown to many students at the University of Exeter. The challenge was to effectively communicate the problem to the student population in an engaging manner. Rather than just promoting the negative factors of the subject, Anyfin is Possible wanted to proclaim feasible alternative choices regarding fish consumption to students in order to instill positive behavior change (a value at the core of the Students' Green Unit).

### The approach

- Research further into the environmental issues deepening Anyfin's knowledge of the subject area
- Design and plan a social media campaign to reach key audiences
- Schedule a number of live events to host throughout the academic year

### Our goals

- Raise awareness of the global issue of the consumption of unsustainably sourced fish
- Promote the availability of a range of species of fish
- To produce a series of engaging and informative YouTube videos that receive a high number of views
- To discuss with the University of Exeter Students' Guild where they source their fish products from and the feasibility to only sell sustainably sourced fish dishes in the future



## Obstacles and solutions

Obstacles	Solutions
<ul style="list-style-type: none"><li>Finding an appropriate starting point when dealing with an environmental problem of this magnitude</li></ul>	<ul style="list-style-type: none"><li>SGU coordinator and project leaders discussed a range of directions for the project to take before deciding that a series of videos would be the core theme</li></ul>
<ul style="list-style-type: none"><li>Engaging the disengaged</li></ul>	<ul style="list-style-type: none"><li>This project was run by two highly energetic and passionate individuals - the live events were always fun and entertaining</li></ul>
<ul style="list-style-type: none"><li>Having an influence on where the Students' Guild source their fish from due to strict contractual agreements</li></ul>	<ul style="list-style-type: none"><li>Meetings took place with the Catering Operations Manager. It was discovered that in fact 50% of the products were sustainably sourced and this will be advertised</li></ul>

## Performance and results

This project has been one of the most successful and well publicized Students' Green Unit initiatives over the last two academic years. The project leaders have benefited immensely from running their campaign; they have been on a private tour to Brixham Fish Market, developed marketing and branding skills with support from the Guild communications team and conducted interviews with Exeter academics who study the contentious issues surrounding global fisheries. These interviews both added strength and depth not only to the project but also furthered their academic attainment. The electronic side of the campaign has reached almost 30,000 people not including the students that took part and interacted with Anyfin is Possible at multiple live events. The project leader's hard work and passion for this subject area has not gone unnoticed at the Students' Guild. Discussions with the Catering Operations Manager have gone well and making all procured fish products sustainably sourced is being thoroughly looked into. Most recently Anyfin is Possible was acknowledged at the Guild Awards when out of 800 nominations across 11 categories they won Student Led Project of the Year.

## Lessons learned

This project was run by two students that were given the freedom and creative license to shape their campaign the way they wanted it. The result of this meant that throughout the whole process the students were highly motivated to work on the project as they were proud to have ownership of it. When the project involved communicating with senior members of staff the SGU coordinator was there for initial meetings. However students were left to their own devices when communicating with already formed contacts (e.g. lecturers). Experience has proven that students are the best advocates to lead and encourage student behavior change so by enabling this will lead to a successful SGU project.

## Further information

Twitter: [www.twitter.com/anyfinisposs](https://www.twitter.com/anyfinisposs)

Facebook: [www.facebook.com/anyfinispossible](https://www.facebook.com/anyfinispossible)

YouTube: [Anyfin is Possible](https://www.youtube.com/watch?v=anyfinispossible)

Blog: [www.anyfinispossibleworld.blogspot.co.uk](http://www.anyfinispossibleworld.blogspot.co.uk)

For any other questions regarding the project please email: [studentsgreenunit@exeterguild.com](mailto:studentsgreenunit@exeterguild.com).

